

HOUSE BILL 1225

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By: **Delegates Barve and Cardin**

Introduced and read first time: February 18, 2010

Assigned to: Ways and Means

A BILL ENTITLED

1 AN ACT concerning

2 **Elections – Campaign Material – Sponsor Identification**

3 FOR the purpose of requiring certain business entities and nonprofit organizations
4 under certain circumstances to include the logo of the business entity or
5 nonprofit organization on campaign material; requiring the logo and a certain
6 authority line to be shown for a certain period of time if the campaign material
7 is a video; defining a certain term; and generally relating to sponsor
8 identification on campaign material.

9 BY repealing and reenacting, with amendments,
10 Article – Election Law
11 Section 13–401
12 Annotated Code of Maryland
13 (2003 Volume and 2009 Supplement)

14 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF
15 MARYLAND, That the Laws of Maryland read as follows:

16 **Article – Election Law**

17 13–401.

18 (a) (1) Except as otherwise provided in this section, each item of
19 campaign material shall contain, set apart from any other message, an authority line
20 that states:

21 (i) as to campaign material published or distributed by a
22 campaign finance entity:

23 1. the name and address of the treasurer of each
24 campaign finance entity responsible for the campaign material; and

EXPLANATION: CAPITALS INDICATE MATTER ADDED TO EXISTING LAW.

[Brackets] indicate matter deleted from existing law.



1 2. as to each treasurer named under item 1 of this item,
2 the name of each campaign finance entity for which the treasurer is acting; and

3 (ii) as to campaign material published or distributed by any
4 other person, the name and address of the person responsible for the campaign
5 material.

6 (2) The authority line may omit an address that is on file with the
7 State Board or a local board.

8 (3) If the campaign material is too small to include all the information
9 specified in paragraph (1) of this subsection in a legible manner, the authority line
10 need only contain the name and title of the treasurer or other person responsible for it.

11 (4) The authority line for campaign material that is a commercial
12 advertisement need only contain the information specified in paragraphs (1) and (2) of
13 this subsection for one campaign finance entity or other person responsible for the
14 advertisement.

15 (b) Campaign material that is published or distributed in support of or in
16 opposition to a candidate, but is not authorized by the candidate, shall include the
17 following statement:

18 “This message has been authorized and paid for by (name of payor or any
19 organization affiliated with the payor), (name and title of treasurer or president). This
20 message has not been authorized or approved by any candidate.”

21 **(C) (1) IN THIS SUBSECTION, “BUSINESS ENTITY” MEANS A
22 CORPORATION, GENERAL OR LIMITED PARTNERSHIP, LIMITED LIABILITY
23 COMPANY, REAL ESTATE INVESTMENT TRUST, OR LABOR UNION.**

24 **(2) IF A BUSINESS ENTITY OR NONPROFIT ORGANIZATION THAT
25 MAKES AN INDEPENDENT EXPENDITURE FOR CAMPAIGN MATERIAL HAS A LOGO,
26 THE BUSINESS ENTITY OR NONPROFIT ORGANIZATION SHALL INCLUDE THE
27 LOGO ON THE CAMPAIGN MATERIAL.**

28 **(3) IF A BUSINESS ENTITY OR NONPROFIT ORGANIZATION MAKES
29 AN INDEPENDENT EXPENDITURE FOR CAMPAIGN MATERIAL THAT IS A VIDEO,
30 THE AUTHORITY LINE REQUIRED UNDER SUBSECTION (A) OF THIS SECTION
31 AND, IF APPLICABLE, THE LOGO REQUIRED UNDER THIS SUBSECTION SHALL BE
32 SHOWN FOR AT LEAST 4 SECONDS.**

33 SECTION 2. AND BE IT FURTHER ENACTED, That this Act shall take effect
34 June 1, 2010.